

## METHOD FOR INDICATING CONSUMER DEMAND

### ABSTRACT

5 A method for providing interactive sales support to a customer via a mobile device comprises receiving user input via the mobile device, determining whether the user input is a customer query, if so, adding the customer query to a query queue and delivering an acknowledgment to the mobile device confirming the receipt of the customer query, determining a response to the customer query in the query queue, and delivering the response to the mobile device. The step of determining the response further comprises parsing the customer query for at least one key word, and retrieving a response corresponding to the key word from a database. The method includes determining whether the user input is a product identifier, if so, retrieving data corresponding to the product identifier from a database, and delivering the response to the mobile device including the data corresponding to the product identifier.